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# CA.gov From Website to Digital Services Portal

Because Californians Matter

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# Innovate. Iterate.

California leads the way to innovate, whether it be legislation, environmental policy, or technology.

California government has spent time learning and implementing innovative thinking to reform the way we deliver crucial services to our constituency.

over  
**200**  
DEPARTMENTS  
*support*  
**39.497**  
**MILLION**  
CALIFORNIANS

—

**Where** we work

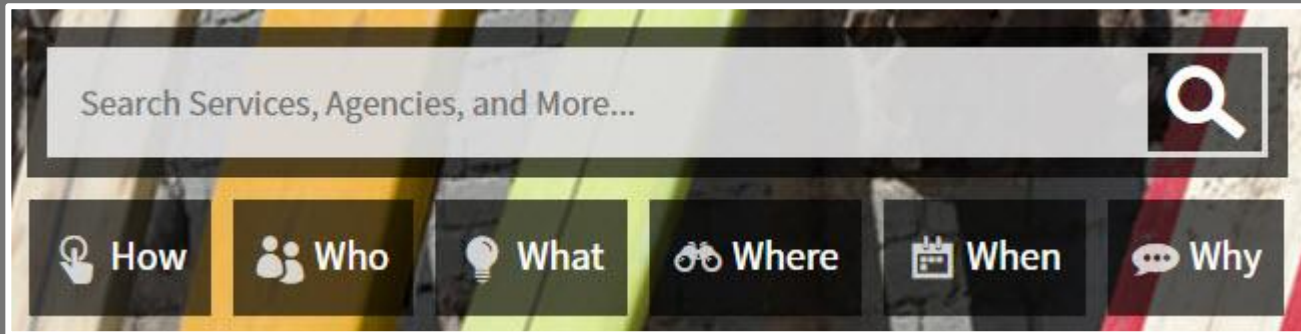
**Who** the deliverable is for

**Why** we do it

**How** it's going to be used

Impacts **how to approach it**

**We carried** this theme  
all the way through  
the final product.

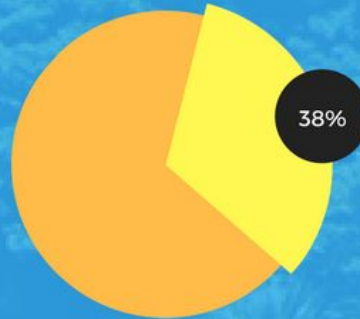


## 1. Practice what you preach

**Core components** we used to achieve a complete functional and design overhaul in 180 days.

- **Agile**  
Designed and developed in iterations.
- **Focus Groups**  
Working group and usability testing.
- **Analytics**  
Examined popular content and demographics for patterns and effectiveness

UX should be part of the entire development cycle from the first meeting to the final product.



MORE CALIFORNIANS ACCESS  
ONLINE GOVERNMENT  
SERVICES VIA MOBILE OR  
TABLET DEVICES EACH YEAR

# CA.gov

California government  
information and services

**ACCESSIBLE** to  
**ANYONE,**  
**ANYWHERE,**  
**ANYTIME.**



BY LOCATION

THE PORTAL FEDERATES  
CALIFORNIA ONLINE  
SERVICES INTO ONE,  
EASY TO USE LOCATION  
CA.GOV USES GEOSPATIAL  
TECHNOLOGY TO  
RECOGNIZE THE USERS'  
LOCATION TO THEN  
PROVIDE CUSTOMIZED  
INFORMATION.



MOBILE VISITS PER DAY

515,653

CALIFORNIA HAS  
DRAMATICALLY  
INCREASED ITS  
ONLINE SERVICES

Job  
Seekers

Unemployment  
Benefits

Health Care  
Benefits

Tax  
Refunds

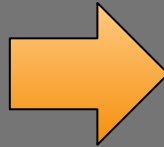
Unclaimed  
Property



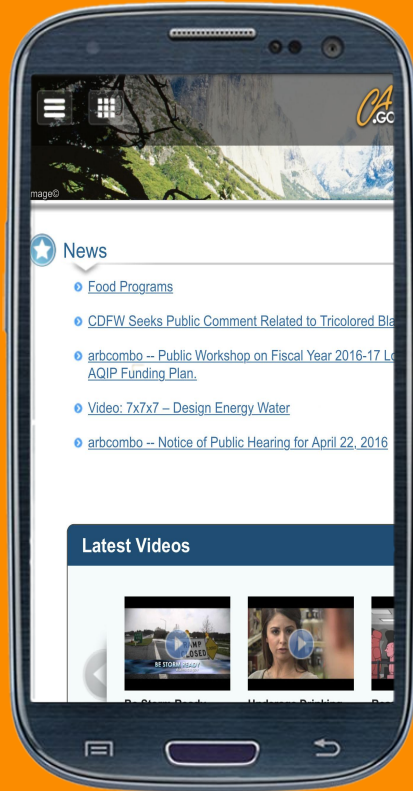
## Positive Feedback.

“Much better site than before. No contest. Thanks for all your improvements.”

--CA.gov User



But, more importantly,  
CA.gov went from this:



To this:





We gave 38% of our users better access to CA.gov

